

MEMO

DATE: June 1, 2006

TO: Community, Economic and Human Development Committee

FROM: Joseph Carreras, Lead Regional Planner, 213.236.1856, Carreras@scag.ca.gov

SUBJECT: Report on the 6th Annual Regional Housing Summit Evaluations

SUMMARY:

The 6th Annual Regional Housing Summit was held in the City of Torrance at the Toyota Meeting hall on April 20th. Approximately 210 persons attended the half day Summit themed "Where Will Our Children Live?" Thirty evaluations were submitted with 17 giving the Summit the highest possible rating of Very Good; the remaining fourteen evaluations gave it the second highest rating out of the five possible categories.

BACKGROUND:

The Annual Regional Housing Summit was mandated by the Regional Council after the last Regional Housing Needs Assessment (RHNA). It is intended as a forum for developing a collective local strategy to address housing needs of the region by promoting increased housing production and housing affordability. Past Summits have included presentations by housing experts on market trends and needs, information sharing on successful local and regional programs, and dialogue on legislative initiatives designed to assist local governments in meeting state housing planning requirements. Housing production is an important component in meeting the region's fair share of statewide housing need, while housing availability and affordability provision is a critical social equity and economic vitality issue for Southern California.

6th Annual Regional Housing Summit Steering Committee - 2006

Hon. Paul Nowatka, Chair
Councilmember, City of Torrance

Hon. Jon Edney
Councilmember, City of El Centro

Hon. Kathryn McCullough
Councilmember, City of Lake Forest

Hon. Marilyn Poe, Councilmember,
City of Los Alamitos

Hon. Cathy Green
Councilmember, City of Huntington Beach

Hon. Gil Coerper
Councilmember, City of Huntington Beach



Where will Our Children Live?

Thursday, April 20, 2006

8:00 – 8:30 am

Registration and Continental Breakfast

8:30 – 8:40 am

Welcome

Hon. Toni Young, Council Member, City of Port Hueneme and SCAG President

Hon. Dan Walken, Mayor, City of Torrance

8:40 – 9:00 am

Opening Remarks

Hon. Paul Nowatka, Council Member, City of Torrance and
Housing Summit Steering Committee Chair

Hon. Deborah Robertson, Council Member, City of Rialto and
Chair, Community, Economic and Human Development Policy Committee

Mark Pisano, Executive Director, SCAG

Hon. Jon Edney, Council Member, City of El Centro, Conference Moderator

9:00 – 9:30 am

Creating Housing Opportunities Locally

Panel Moderator: Rick Bishop, Executive Director, Western Riverside Council of
Governments – *WRCOG video presentation "Another Step Forward"*

Bill Fulton, President, Solimar Research – *Subregional and Local Land Use Strategies*

Rebecca Clark, Executive Director, Southern California Housing Development Corp. –
Fulfilling the Demand for Urban Living

9:50 – 10:00 am

Break

10:00 – 11:00 am

Linking Transportation and Housing Planning

Panel Moderator: Joseph Carreras, Lead Regional Planner, SCAG

John Fregonese, Principal, Fregonese, Calkhorpe and Associates –
The Compass Blueprint

Cathy Creswell, Deputy Director, State Department of Housing and Community
Development – *Local Housing Planning: Challenges and Opportunities*

11:00 – 12:00 pm

Where Will Our Children Live?

Panel Moderator: Hon. Bill Fulton, President, Solimar Research and Council Member,
City of Ventura

Elected Official Dialogue

Hon. Paul Nowatka, Council Member, City of Torrance

Hon. Jon Edney, Council Member, City of El Centro

Hon. Miguel Pulido, Mayor, City of Santa Ana (invited)

Hon. Chuck Washington, Mayor Pro Tem, City of Temecula

Feedback Panel

Greg McWilliams, President, Lennar Western U.S. Urban/Metro Development –
Fulfilling the American Dream

Paul Zimmerman, Executive Director, Southern California Association of Non-Profit
Housing – *Designing Small Sites, Home Ownership Opportunities*

12:00 – 12:30 pm

Lunch

12:30 – 1:00 pm

Luncheon Speaker:

Dr. Dowell Myers, Professor, School of Policy, Planning & Development, University of
Southern California – *Children as a Benchmark for Projecting Future Housing Needs*

Legislative Update - Don Rhodes, Manager, Government and Public Affairs, SCAG

**6TH ANNUAL REGIONAL HOUSING SUMMIT EVALUATION
SUMMARY
“WHERE WILL OUR CHILDREN LIVE?”
HELD ON
THURSDAY, APRIL 20, 2006**

Total Number of Evaluations: 31
Documented Attendees: 210

1. Please rate the overall quality of the Regional Housing Summit.

Very Good 17 *Good* 14 *Fair* *Poor* *Very Poor*

2. Please rate how well the conference met its stated goals/intent?

Very Good 12 *Good* 12 *Fair* 6 *Poor* *Very Poor*

3. Please rate the quality of the Housing Summit location, the City of Torrance Toyota Meeting Hall.

Very Good 13 *Good* 12 *Fair* 4 *Poor* *Very Poor*

4. Was the time/length of the Housing Summit satisfactory?

Yes 31 *No*

5. Was the information and issues presented at the Housing Summit applicable to your organization's/jurisdiction's needs?

Yes 29 *No* *N/A* 1

6. Were there opportunities for networking and interaction with colleagues?

Yes 19 *No* 10 *Somewhat* 1

7. Did any concrete proposals/policy ideas come out of the Housing Summit participation?

Yes 20 *No* 7 *Somewhat* 2

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8. This year's summit had 3 morning panels and concluded with the Keynote Speaker and a legislative update. What is your opinion of this format?

- Good Overall.
- There should have been an hour lunch break without presentations, which would have provided networking opportunities.
- Legislative update should have been given earlier in the conference.
- More interaction with the audience.

9. In what ways could the Housing Summit be improved?

- More centralized location for all the regions.
- How Smart Growth helps to solve the housing affordability issue.
- Include more time for networking.
- Shorter programs and not so much repetition.
- Reduce redundancy with statistics (SCAG, HCD, others)
- Delete "advertorials"
- Fewer "eye wash" sets of pretty projects.
- More info on senior housing issues, state of mobile home resident parks, park conversions, rising rents, state HUD personnel shortages for code, health and safety issues & inspections.
- Better coffee (Peets, Starbucks, etc.)
- Presentations from grassroots organizations like Habitat for Humanity.
- Grant opportunities.
- Resource List
- More diversity among speakers – women
- Handouts should be organized and specific to certain jurisdictions (project needs & shortfalls)
- More examples from the entire 6 county region.
- Legislative update should be a handout.

10. What other topics would you like us to consider developing for future Housing Summits?

- Workforce Housing.
- That affordable housing is usually pushed.
- How to's for winning over NIMBYs.
- How to deal with the CAVE people regarding change (Citizens Against Virtually Everything)
- More solutions, less problems.
- Information on Compass case studies
- Examples of actually how we will house our children; the question wasn't answered.
- How much housing will be gained through deaths?
- How staff/city management & planning directors can present these topics to City Councils to get them to understand their responsibility to plan for growth.
- TRANSPORTATION and housing.
- Rising construction costs – causes and long-term trends.
- Explicit focus on more technical issues, like density, parking and zoning.

11. Please provide any other comments or requests:

- **Open with the Pledge of Allegiance.**
- **More info on Orange County issues.**
- **Lunch was good and different.**
- **Longer breaks.**
- **Compass Blueprint presentation was excellent.**
- **More from the Southern California Housing Development Corporation**
- **SCAG staff children on the materials a good personal touch.**
- **Many of the panel members added value to the program.**
- **Keynote speaker was very poor and did not know his audience.**
- **Allow all non-profit housing development organizations to put materials out.**